

ORDER



KLAS

Orders Order / Rev: 37016
 Alt Order #: 08852557
 Product Desc: OBAMA/PRES/DEM
 Estimate: 1621
 Flight Dates: 08/17/12 - 08/23/12
 Original Date / Rev: 08/17/12 / 08/21/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: GMMB
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Ave NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
 Demographic: A35+
 Product Codes: PO1
 Priority: LV1
 Revenue Codes: AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/23/12	15	\$11,040.00	\$9,384.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$11,040.00	\$9,384.00	0.00
Totals	15	\$11,040.00	\$9,384.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KLAS	8%	\$11,040.00
Market	100%	\$138,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	28%	\$38,640.00
KTUD	3%	\$4,140.00
KVBC	0%	\$0.00
KVUU	24%	\$33,120.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	08/20/12	08/23/12	8 News Now 5a M-F	CM	5-6a	MTWT---	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00	
8 NEWS NOW AT 5AM																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/20/12				08/26/12	MTWT---		1	\$900.00	0.00							
E 2	8	08/20/12	08/23/12	8 News Now 4-5a	CM	4-5a	MTWT---	:30	2	\$75.00	LV2	0.00	NM	2	\$150.00	
(4:00 AM-4:59 AM)																

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